



# Why Digital Accessibility?

An accessible digital experience enables users of every ability to navigate your website, app, software product, or online document, as it's intended.

However, if that experience isn't designed and developed with unique user needs in mind, there may be barriers for people with disabilities. And with more than 1 billion people globally living with some form of a disability, the potential impact is enormous.

## By the numbers:

### 1.8 billion

People living with disabilities globally, which is approximately 15% of the world's population

### 73% of the marketplace

People with disabilities and their friends and family whose identity and functionality are critical to making purchasing decisions

### 10,700+

Digital accessibility lawsuits between 2017-2021

### 1.9 billion

Friends and family with an emotional connection to disability that influences buying decisions

### \$13 trillion

Disposable income of people living with disabilities and their friends and family

### 265,000

ADA demand letters sent in a single year



## Business benefits:

### Enhance overall usability:

Accessibility considerations enhance functionality, layout, flow, style, and design. These improvements make the user experience more enjoyable for every visitor.



### Increase consumer engagement:

76% of people will keep their business with a brand that offers an exceptional customer experience, 80% will spend more with the brand, and 87% will recommend that brand to others.

### Earn consumer loyalty:

Prioritize accessibility, and you're authentically demonstrating that your brand values inclusion. Consumers are increasingly evaluating brands based on their commitments to diversity, equity, and inclusion.



### Serve an aging population:

Disability increases as we age, and by 2030, those older than 65 will make up more than 20% of the U.S. population. Accessible experiences serve a growing subset of the population.

### Reduce brand-damaging legal risk:

Global mandates and current case law make it clear, digital accessibility is a legal requirement. Lawsuits for non-compliance can damage brand reputation.



### Improve SEO:

A number of success criteria in the Web Content Accessibility Guidelines (WCAG), the global benchmark for web accessibility, align with SEO best practices, enhancing discoverability for your brand.

### Lower operating costs:

When accessibility considerations are included at the time of build, technology updates and redesigns cost less.

## Prioritize accessibility:

eSSENTIAL Accessibility works with companies to make digital experiences accessible. Our software platform serves as centralized access to advanced tools, governance, and reporting, while our team helps navigate technical and regulatory complexities with legal expertise, code-level guidance, and on-demand accessibility training.

But our work goes beyond accessible assets. We help create and implement organization-wide accessibility policies that will help your organization meet legal requirements, foster a culture of inclusion, and earn consumer trust.

Request a demo of our Accessibility-as-a-Solution today.



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